



A Partnership to Support the Community

La Jicarita and the Mora Valley Spinning Mill

La Jicarita has partnered with the Mora Valley Spinning Mill in a continuing effort to support the community. La Jicarita provides free WiFi for the coffee shop at the Mill so that people can come and enjoy the coffee, the Mill's multitude of offerings, and a community atmosphere - all while having the opportunity to use their Internet devices.

The Mill is a nonprofit organization that strives to create opportunity in their community. The organization employs thirteen community members, provides a space for local artisans to display and sell their wares, and provides both a teaching and learning opportunity in the skills of weaving. The wool processed and used in the Mill is



acquired from local suppliers which helps sustain rural lifestyles in the area.

The Mill, like La Jicarita, continues to seek ways to improve our community and actively seeks opportunities to do so. Although the way the organizations express their support may differ, La Jicarita and the Mora County Spinning Mill are "community-oriented companies working together for a common goal" says Karen Vigil, Gallery Manager at the Mill.

For more information on the Mill, visit www.moravalleyspinningmill.com.

Meet La Jicarita Board Member, JD Schmidt



For over 30 years, La Jicarita board member JD Schmidt has been giving back to the community and the country that he feels has been so good to him. He has lived in the area since 1930, spent several years in military service working on P-51 Mustangs, has been a mechanic, and has worked in construction. Having such strong roots in the area led him to the board of La Jicarita, where he has seen great success in the cooperative and in the community.

"I think that La Jicarita Telephone Cooperative is being operated better and getting along better, both financially and our physical plant, than any other organization that I can think of."

And part of La Jicarita's success has come from a great team of board members. "This is the strength of a board: we've got seven people on the board, and every one of them has different lines of expertise and experience. And we

listen to each other and we have the opportunity to present our point of view, and that's why our co-op is going well."

"We got together and formed a co-op because the 'big boys' aren't interested in coming out here. They can't make any money out here. If we didn't have this co-op, there wouldn't be any service." Not only has La Jicarita provided service to the community, they have actively sought improvements to rates, speeds, and technology. The latest example of this ideal can be seen in their investment in a state-of-the-art fiber network.

The goals and ideals of the cooperative are aligned with JD's efforts to give back and serve the community, which is probably why JD has continued his term on the board for more than 30 of the cooperative's close to 50-year existence.

It's Celebration Time!

La Jicarita's 3rd Annual Customer Appreciation Day is Friday, June 28th from 4-6pm

La Jicarita wants to celebrate you —our customer— with food, fun, music, demonstrations, promotions, and more! On June 28th from 4-6pm visit us at our business office located at 455 State Hwy. 518 in Mora to join in the festivities. It's a great opportunity to meet the La Jicarita team, find out more about your cooperative and the services we offer, and allow us to give back to the people who matter most to us.



Enjoy live Mariachi music, food and more!

Why La Jicarita's High-Speed Internet is Better

Start Here!

You can get an Internet connection through La Jicarita's high-speed access and by mobile broadband (through your cell phone), but there are some important differences you should consider (see chart). With La Jicarita's Internet access, you can save money and receive a dependable service from a cooperative located right here in our community.

For more information about our high speed Internet, please visit our office at 455 State Highway 518 in Mora, or call us at (575) 387-2216.

LA JICARITA HIGH-SPEED INTERNET

- Unlimited usage—no limit on data usage meaning you can download and stream all the music, movies, and other types of data as you want
- Friendly, local customer service and technical support
- Less expensive

MOBILE BROADBAND OR "AIRCARD"

- Monthly data download caps—once you reach our cap, you are charged for additional data
- Signal strength varies depending on location
- More expensive
- Customer service only available via phone with limited local service options

Call Before You Dig!

Is it time for you to dig into a new project? Yard projects are exciting and fun, but there can be hidden dangers in the ground. Electricity, gas, cable, and telephone lines may be right where you plan to dig, but there is a free and easy way to find out for sure: simply call the La Jicarita business office. This free phone call will ensure that you will avoid any dangers or fees, plus it's the law!



455 State Highway 518
Mora, NM 87732

3rd Annual
Customer Appreciation Day!

Friday June 28th, 4 - 6pm

Food, Fun, Music, and More!



LAJICARITA NEWS SUMMER 2013



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(575) 387-2216 | www.lajicarita.com

La Jicarita Fiber Project FAQs

Our Fiber to the Home project is well underway, and we'd like to share some commonly-asked questions with you:

Q: When is the fiber project going to be completed?

A: Our construction plan includes the following: Wagon Mound rural, Chacon, Ocate and the Mora, Holman, Cleveland, and Rainsville areas are on track to be complete by mid-summer.

Q: Will I get the same service even though I'm not getting Fiber?

A: Yes! Whether you have Fiber-to-the-Home or are not a part of the upgraded system, the same Internet and telephone services will be available to you. These services will simply be faster, more reliable, and better for the community.

Q: My neighbor has fiber and the crews have moved on. When will I get access to a fiber connection?

A: We are upgrading our main infrastructure to replace outdated and old wiring, hardware and other systems. Why is this such good news? You will benefit from the fiber network upgrade by receiving faster Internet with your existing connection! Due to the fiber upgrade in the main network, everyone will have access to far superior Internet access—whether through a direct Fiber-to-the-Home connection, or through DSL.

Q: Is Fiber going to cost me more?

A: Although there are many benefits to the Fiber upgrade project, including the quality of service, speed of Internet available, and the reliability of the technology, La Jicarita is offering this at no additional cost to our customers.

Questions? Please contact La Jicarita Operations Manager Michael Leyba at 575-387-2216.

Check Out Our New Website!

Have you stopped by our new website yet? We have updated our online presence to be easier to navigate, easier to use, and easier on the eyes.

Visit us at www.lajicarita.com today.